



United States Department of Agriculture

BioPreferred®

www.biopREFERRED.gov

BRAND GUIDELINES AND GRAPHIC STANDARDS FOR THE USDA BIOPREFERRED® PROGRAM

THE VOLUNTARY LABELING, BIOBASED PRODUCT CERTIFICATION
AND FEDERAL PREFERRED PURCHASING PROGRAMS

VERSION 3.0 – OCTOBER 2012



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INTRODUCTION AND PURPOSE

The purpose of this guide is to assist all program participants — manufacturers; vendors; distributors; retailers; Federal government agencies and their vendors and contractors; and other stakeholders — to understand the USDA BioPreferred program. This guide explains the proper use of the program's brand and label across a wide range of activities and applications, including relevant U.S. Federal Trade Commission (FTC) guidance. Consistent marketing of both Federal preferred purchasing and voluntary labeling programs builds brand equity and credibility, enhances consumer acceptance and understanding of biobased products, and benefits the new biobased economy.

OVERVIEW OF THE PROGRAM

Background

Authorized by the Farm Security and Rural Investment Act of 2002 (2002 Farm Bill), and expanded by the Food, Conservation, and Energy Act of 2008 (2008 Farm Bill), Congress directed the establishment of a preferred Federal purchasing program and a voluntary labeling program for biobased products.

In addition, Executive Order 13514, "Federal Leadership in Environmental, Energy, and Economic Performance," sets a Federal sustainable acquisition goal of 95 percent of new contract actions, including task and delivery orders, for products and services. This Executive Order specifically refers to the increased use of biobased products as a way to help Federal agencies meet their sustainability goals.

A biobased product is defined by the two above-referenced Farm Bills as "a product determined by the USDA Secretary of Agriculture to be a commercial or industrial product (other than food or feed) that is composed, in whole or in significant part, of biological products, including renewable domestic agricultural materials (including plant, animal and aquatic materials), forestry materials or an intermediate ingredient or feedstock."

USDA is the lead agency for both the voluntary labeling and Federal preferred purchasing programs. More detailed program information and additional resources are available at www.biopreferred.gov.

Goals

The core goals of the USDA BioPreferred program are:

- ▶ Advance the biobased products market.
- ▶ Increase the Federal procurement of biobased products government-wide.

Progress

For the Federal preferred purchasing program, biobased product categories (designated items) are identified and evaluated for preferred procurement. Through seven rounds of published regulations, 64 biobased product categories (items) representing more than 9,000 individual products are now on the market. Additional categories are continuously being proposed and added.

Product Submissions

For the **Federal preferred purchasing program**, voluntary product content and performance information is gathered from industry. Participants then self-certify their individually tested products' biobased content claims. Federal agency procurement preference requirements become effective one year after items have been designated. For the list of designated product categories, see: www.biopreferred.gov/ProposedAndFinalItemDesignations.aspx

For the **voluntary (biobased product certification) labeling program**, participants submit their individually tested products' results to ASTM International, an independent third party, which then verifies biobased content claims based on testing done by an independent laboratory accredited to perform the necessary scientific tests using the ASTM D6866 test standard. All program and testing standards are transparent.

BRAND MARKETING AND IDENTITY COMPARED WITH ALTERNATIVES

The USDA Certified Biobased Product label has been specifically designed to empower consumers to readily identify products with verified biobased content. Other products that claim to contain biobased content can be uncertified, or certified under ASTM 6866 or alternative standards. They can contain lower or insignificant levels of biobased content and may not be required to disclose these levels on their labels.

To allow consumers to be confident that the stated percentage of a product's biobased content is accurate, the USDA BioPreferred brand and stringent labeling process reflects and builds upon the credibility, integrity and trust of the USDA. Further, the label requires minimum content levels considered to be meaningful, as well as disclosure of the percentage biobased content.

ADVERTISING, LABELING AND MARKETING CLAIMS AND ENDORSEMENTS

Manufacturers and vendors are reminded that their advertising, labeling, and other marketing claims, including claims regarding health and environmental benefits of the product, must conform to the FTC “Guides for the Use of Environmental Marketing Claims,” 16 CFR part 260.

(See: http://www.access.gpo.gov/nara/cfr/waisidx_08/16cfr260_08.html)

Under Federal law, any product that displays the USDA Certified Biobased label and makes an advertising claim in concert with the label is required to support that claim and not make it in a misleading way.

FTC and the USDA BioPreferred program work together to prevent misleading use of environmental marketing claims within both the Federal purchasing and the voluntary labeling programs. Participants that make environmental marketing claims that include the USDA, the USDA BioPreferred program or the USDA Certified Biobased label need to strictly adhere to these Federal laws:

FTC Green Guides – U.S. Code of Federal Regulations, Title 16 – Part 260

FTC issued its Guides for the Use of Environmental Marketing Claims and Proposed Revisions, commonly known as the “Green Guides,” to help marketers avoid making environmental claims that are unfair or deceptive under Section 5 of the FTC Act. Also relevant are sections 6 and 9. Also for businesses, the FTC has issued a brochure, “Complying with the Environmental Marketing Guides.” For consumers, the FTC has also issued, “Sorting Out ‘Green’ Advertising Claims.”

(See: <http://www.ftc.gov/bcp/gmrule/guides980427.htm>)

USDA Marketing Claims Substantiation – U.S. Code of Federal Regulations, Title 7 – Part 2904

Under the USDA Voluntary Labeling Program for Biobased Products, (CFR §2904.9 Record-keeping requirements), participants must support any environmental marketing and other product claims. Per the law, “Manufacturers and vendors shall maintain records documenting compliance with this part for each product that has received certification to use the label, including documentation of analyses performed by manufacturers to support claims of environmental or human health benefits, life cycle cost, sustainability benefits and product performance made by the manufacturer.”

(See: <http://ecfr.gpoaccess.gov>)

Endorsements – U.S. Code of Federal Regulations, Title 16 – Part 255

The USDA BioPreferred name and marks may never be used in any manner that would directly imply the USDA or the Federal government directly endorses a company, its products or services, or specific product attributes. Both USDA BioPreferred, as a certification seal, and advertisers/labelers are subject to the Federal Trade Commission’s Guides Concerning the Use of Endorsements and Testimonials in Advertising.

(16 CFR Part 255; see: <http://www.ftc.gov/multimedia/video/business/endorsement-guides.shtm>)

FTC defines an endorsement as follows: *“An endorsement means any advertising message (including verbal statements, demonstrations, or depictions of the name, signature, likeness or other identifying personal characteristics of an individual or the name or seal of an organization) that consumers are likely to believe reflects the opinions, beliefs, findings or experiences of a party other than the sponsoring advertiser, even if the views expressed by that party are identical to those of the sponsoring advertiser. The party whose opinions, beliefs, findings or experience the message appears to reflect will be called the endorser and may be an individual, group or institution.”*

While the FTC considers the USDA biobased certification label, its program name USDA BioPreferred, and all other seals and organizational names to fall under its endorsement guide, this does not give advertisers and labelers license to imply or infer that USDA or USDA BioPreferred endorses or directly recommends the product; the source of any product ingredients; product efficacy; price; value; or any environmental, health, safety or other product attribute, except to the extent the facts the USDA Certified Biobased label is intended to confer, that the product contains USDA-defined biobased content that has been verified and measured.

Environmental Preferability, Use of Certification Label and USDA BioPreferred Program Name and Logo

The USDA Certified Biobased label states verified biobased content only. Biobased content does not denote environmental preferability by itself or when used with any other claimed attributes, as discussed below.

While “biobased” could incorrectly be inferred by consumers to mean environmentally preferable, consumers might also incorrectly infer a “biobased” product is preferable when a claim of “renewable”; “made with renewable materials”; “biodegradable”; “compostable”; “natural”; and “non-toxic” or “safe,” or similar environmental marketing claims are made on a USDA Certified Biobased product in a manner inconsistent with Federal law.

Use of the trademarked name “USDA BioPreferred®” and associated graphics in advertising, labeling and marketing, must strictly adhere to published guidelines. Presenting the program name “USDA BioPreferred®” and/or its logo in advertising copy or labeling in a manner that links it to any environmental or other product attribute claim may cause consumers to mistakenly believe that USDA BioPreferred has evaluated or endorsed a product’s environmental attributes and implied environmental preferability.

Therefore, manufacturers and distributors whose products are USDA Certified for biobased content may not identify their affiliation with the USDA BioPreferred program on their products through the use of any graphics or art that depict the USDA BioPreferred name or its program logo but may only use their actual certification label for the product(s) certified (or the watermarked generic version as indicated). Only manufacturers and distributors whose products are designated for Federal preferred purchasing may identify their affiliation with the USDA BioPreferred program by: a statement explaining the product’s designation for Federal preferred purchasing, or properly applying the FP version of the certification mark on products as applicable. Neither the USDA BioPreferred program name, its program logo or any combination of these elements, or any non-USDA stylized graphic treatment of these elements may be used as stand-alone elements or in combination in any way at any time.

Products Containing Water or Inorganic Carbonates

The USDA Certified Biobased Product label reports only organic biobased carbon as a percentage of total organic carbon. In cases where products contain water and inorganic carbonates, particularly when these components comprise a large portion of the total product contents, the reader may incorrectly infer the biobased percentage represents the percentage of all product contents. However, to avoid any implication of overstating the amount of biobased product content, all advertisers should consider qualifying the percentage of product content that is excluded from the USDA certified biobased content percentage.

Renewable Claims

FTC is currently addressing what elements must be included in, and to what extent, a claim of renewable or made with renewable materials must be substantiated and qualified in terms of quantity and time frame. FTC has stated, however, that *“while the ASTM D6866 test protocol may determine the biobased content of natural materials, it does not necessarily substantiate all claims that consumers reasonably infer. Therefore, the Commission declines to reference it in the guides as an acceptable substantiation for renewable materials claims.”*

EPA Regulated Pesticides

Products that are regulated by the Environmental Protection Agency as pesticides are subject to registration under the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA). Pesticides are defined very broadly in FIFRA and include such things as wood preservatives, animal repellents and some cleaners and disinfectants if they claim to kill or mitigate pathogens. If in doubt, manufacturers should consult the Office of Pesticide Programs website to determine if their product is considered a pesticide: <http://www.epa.gov/pesticides/>. Certain minimal risk pesticides are exempt under section 25(b) of FIFRA from the requirement for registration if they contain certain specified ingredients. However, many states continue to register these minimal risk products under state pesticide laws. Manufacturers of products that have any pesticidal function should specify in their application whether the product is registered with EPA or exempt from registration. EPA pesticide registrants that wish to add the certification mark to a product can only do so by applying to amend their EPA registration. This is consistent with EPA Pesticide Registration (PR) Notice 98-10, which can be accessed at: http://www.epa.gov/PR_Notices/pr98-10.pdf. EPA pesticide registrants are obligated to continue to meet all FIFRA requirements on product labels, including the prohibition of false or misleading claims.

Questions and answers about pesticide labeling policy are available at this website: http://www.epa.gov/pesticides/regulating/labels/label_review.htm. EPA also has a Consumer Labeling Initiative designed to improve product labels that can be found at: <http://www.epa.gov/pesticides/regulating/labels/consumer-labeling.htm>.

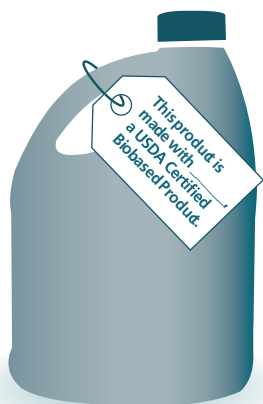
GENERAL LABELING GUIDELINES

The USDA BioPreferred program is a partnership between the Federal government and program participants and other stakeholders, including manufacturers, vendors, retailers and distributors. As specified in this guide, participants can use the USDA BioPreferred name and the USDA Certified Biobased label, a certification mark of the U.S. Department of Agriculture, to support their marketing efforts.

Because alterations or misuse would be confusing, participants must use the marks and conform to procedures provided in this document.

Participants using these marks must abide by the following general guidelines:

1. The marks shall not be used on or associated with any product that does not qualify for the USDA BioPreferred program, or has not been awarded a USDA Certified Biobased Product label. This rule includes an intermediate USDA Certified Biobased product being used as an ingredient in an end-use product. An intermediate ingredient or feedstock means a material or compound made in whole or in part from biological products, that is subsequently used to make a more complex compound or product. The label cannot be used on a non-certified product, even if it contains an intermediate USDA Certified Biobased product. If the final product is certified, it can display the label for the final product only — it cannot display the label for the intermediate. However, it is acceptable to use the following phrase to describe the ingredient as certified: “This product contains ____ % of (intermediate), a USDA Certified Biobased product.”



This is an example of properly stating that a non-certified product contains a certified intermediate ingredient.

There is never a circumstance where more than one USDA Certified Biobased Product label is allowed to appear on a product.

2. Neither the marks nor the USDA BioPreferred name (or the standalone word “BioPreferred,” with uppercase or lowercase letters or in any combination) may be used in or as part of any other company name, service name, product name, domain name, website name or logo.
3. Use of the USDA Certified Biobased Product label, including all graphic elements, and the USDA BioPreferred (a registered trademark) program name are prohibited without written permission. These elements may be reproduced commercially

only in compliance with USDA regulations. Use of any other USDA logo is prohibited without approval by the USDA Office of Communications.

4. The USDA Certified Biobased Product label is a registered trademark. When referring to the label as such, use the following phrase: “The USDA Certified Biobased Product label is a certification mark of the U.S. Department of Agriculture.”
5. The marks may never be used in a manner that would disparage USDA BioPreferred, USDA or the Federal government, or in any form that could be misleading to the consumer.
6. The certification mark shall not be used on business cards, company letterhead, or company stationery.
7. When referring to the USDA BioPreferred program, the letters “USDA” should always be capitalized and must always precede the word “BioPreferred,” and the two words should not be separated. The letters “B” and “P” in “USDA BioPreferred” must always be capitalized.
8. The registered trademark symbol “®” must be used with the first time the words “USDA BioPreferred” appears in material (title or text). Subsequent mentions of USDA BioPreferred may omit the registered trademark, and:
 - ▶ The ® symbol should always be in superscript-smaller, raised font.
 - ▶ There shall be no space between the phrase USDA BioPreferred and the ® symbol, e.g., USDA BioPreferred®.
 - ▶ Do not alter or modify the registered trademark in any way or combine it with other symbols, make it a noun or verb, pluralize it, hyphenate it or make it possessive by adding an apostrophe.
9. The terms “USDA Certified Biobased product” or “USDA Certified Biobased package” or “USDA Certified Biobased product and package” should be written as continuous phrases when referred to.
10. Participants or other authorized users are responsible for adhering to all Brand Guidelines when a USDA BioPreferred mark or biobased certification label is used by their representatives, such as ad agencies and implementation contractors.
11. The label may be awarded to products that are sold in other countries. Use of the label could be subject to product labeling regulations of that country. Label holders are responsible for understanding and following the laws in countries their products are sold.
12. When referring to the USDA BioPreferred program or USDA Certified Biobased Product label, all claims must be truthful and evidence-based. For more information on this subject from the Federal Trade Commission, please click here. <http://business.ftc.gov/documents/bus35-advertising-faqs-guide-small-business>

USE OF THE LABEL

Illustrations of common uses and recommendations about deriving the greatest value from the biobased certification label are provided in this guide.



About the Label

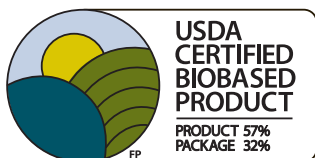
The official USDA Certified Biobased label is a rounded, rectangular label as shown below. The words “USDA Certified Biobased product” are required by law to be used for all certified products, whether the certified product is a package or a product. They must only be used in these variations:

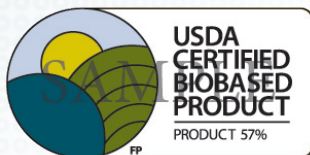
The Graphic

The stylized graphic emblem at the left side of the mark is meant to represent the sun, the soil and the aquatic environments.

Use the certification label on products and packaging that have been Certified USDA Biobased, including:

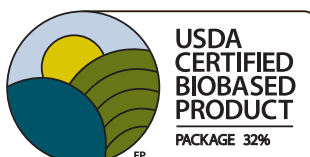
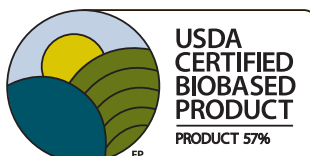
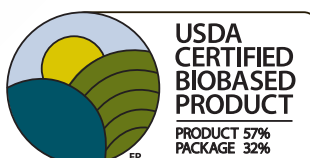
- ▶ On a qualifying product or package.
- ▶ In product literature, for a qualifying product or package.
- ▶ On a website to identify a qualifying product or package.
- ▶ In advertisements where it is used next to or on a qualifying product or package.
- ▶ On product point-of-purchase materials.





Percentage Content

Percentage of certified biobased content of a product or packaging must always be stated on the label. Participants are responsible for matching the label awarded to the product or package to which it applies. **You may ONLY use the watermarked SAMPLE graphic (at left) for promotional purposes.** To request a watermarked SAMPLE graphic, please email biobasedlabel@dm.usda.gov.



Using the Federal Purchasing Program (FP) Mark:

Products that have been approved as designated items for the Federal preferred purchasing program and intended for sale directly to Federal purchasers must use the version of the label that contains the symbol "FP" (Federally Preferred) in capital letters in the specified area. See this mark below: Products that have been designated for Federal preferred purchasing may state they are USDA BioPreferred Designated, but only by using the following statement:

"This product falls within the USDA BioPreferred (insert appropriate category name here) Designated Category" and is identified for Federal preferred purchasing."

If a product becomes approved as a BioPreferred designated product *after* it has been awarded the USDA Certified Biobased Product label, the label will need to be updated to include a federal preferred (FP) icon. To download the updated version of your certified product labelmark with the FP, please visit our website (http://www.biopreferred.gov/Label_Application.aspx) and log in using your eAuthentication username and password. From the main menu, click "Manage Label" next to your product. The updated label artwork will be ready for download.

USDA BioPreferred Website Address

Use of the USDA BioPreferred website address, www.biopreferred.gov, is encouraged (but not required) products or packaging displaying the USDA Certified Biobased label. The USDA BioPreferred website contains important information and answers many frequently asked questions. When using the website address on the label, you should:

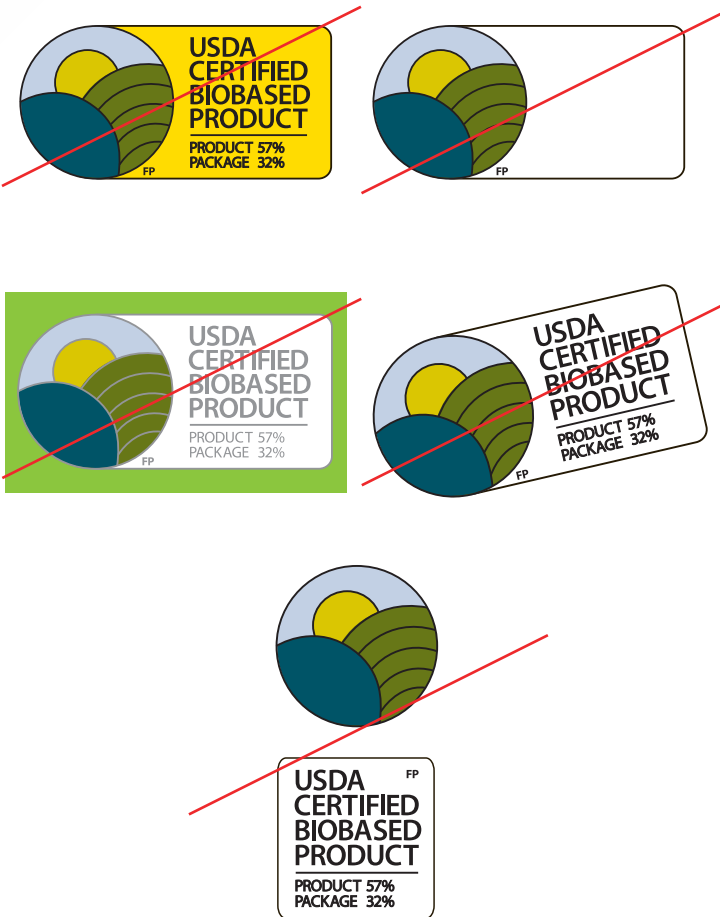
- ▶ Place the website address in close proximity to the label.
- ▶ Precede the website address with "for more information", so the copy reads, "For more information, go to www.biopreferred.gov."

GRAPHIC SPECIFICATIONS



Specifications for on-product use only. For off-product use, see section below.

Use only one version of the certification mark, either the FP version or non-FP version, as most appropriate for your purposes.



The marks may not be altered, cut apart, separated, skewed, rotated, reversed, flipped or otherwise distorted in perspective or appearance.

Do not substitute any part of the mark.

Do not use any other typeface to replace part of the mark.

Do not replace any of the wording.

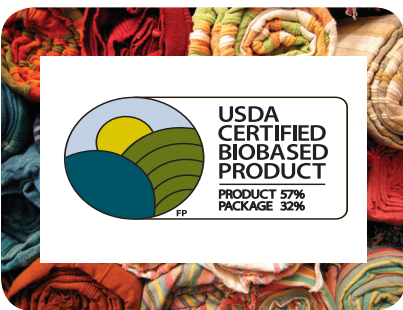
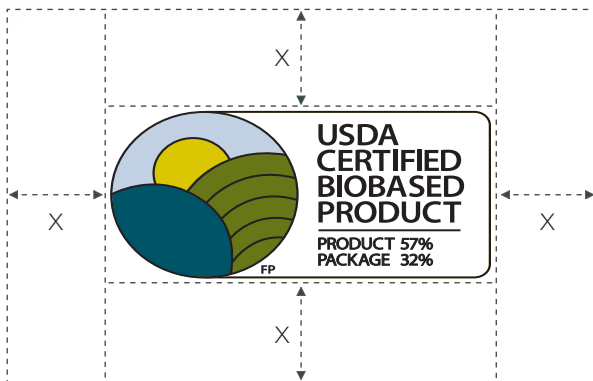
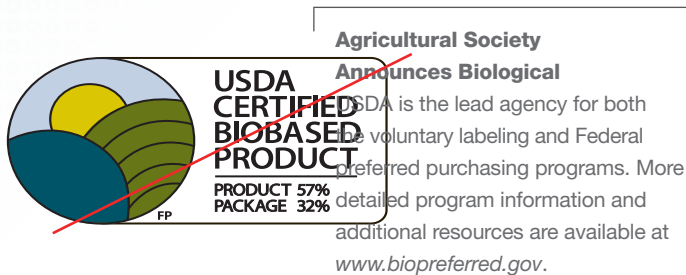
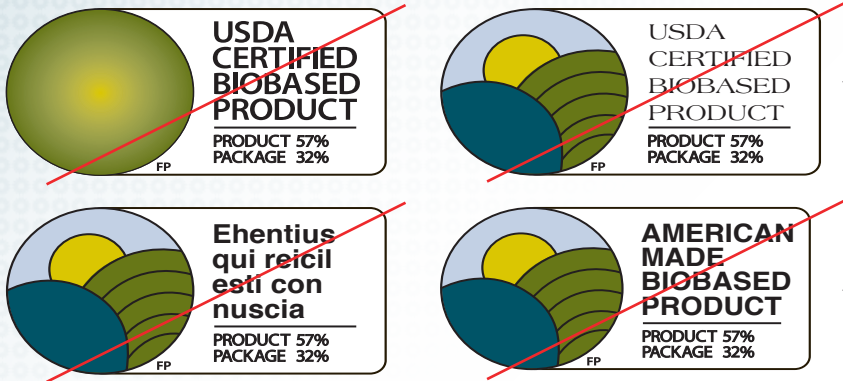
The text portion of the certification mark must be written in English and may not be translated, even when the certification mark is used outside of the United States.

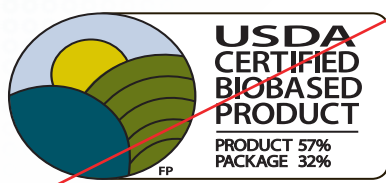
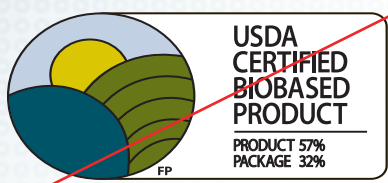
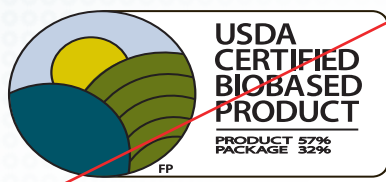
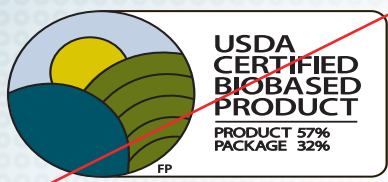
Do not let text run into the mark.

X-Height

A clear space should frame the mark at all times. An X-height (based on the vertical height of the words "USDA Certified Biobased Product") should be used as a guide. No other graphic elements, such as text and images, may appear in this area. This clear space is required since the certification mark frequently appears on materials using complex imagery such as other marks, graphic devices and text. The mark may be used on any solid background.

Do not place the mark on a busy image. The USDA Certified Biobased Product label (i.e., certification mark) should not be used or integrated into a larger design in such a manner that it becomes difficult to recognize or distinguish, or that is not consistent with the graphic guidelines.



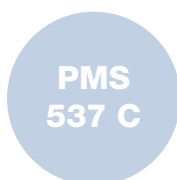


The mark may be resized, but the proportions must be maintained. Do not make the USDA BioPreferred certification mark longer, taller, wider or angled. For legibility, we recommend that the mark not be reproduced smaller than 1 inch (high) x 1 1/2 inch (wide) for print. Lettering legibility inside the mark must be maintained at all times and in all media.

The USDA Certified Biobased Product label should be used when possible. However, if the size of the package prohibits the application of the label, it is acceptable to replace the label graphic with the following copy: "USDA Certified Biobased (Product or Package) XX%" (where XX indicates product-specific biobased content). This exact wording must be used, no other substitutions will be considered as compliant.



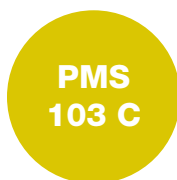
C-88, M-58, Y-47, K-29
R-35, G-80, B-95



C-24, M-16, Y-9, K-0
R-192, G-200, B-214



C-56, M-40, Y-100, K-23
R-107, G-111, B-42

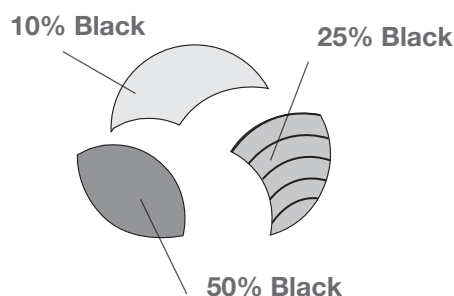
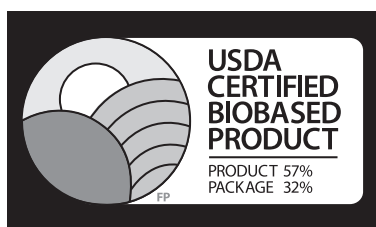


C-26, M-26, Y-100, K-1
R-199, G-172, B-0

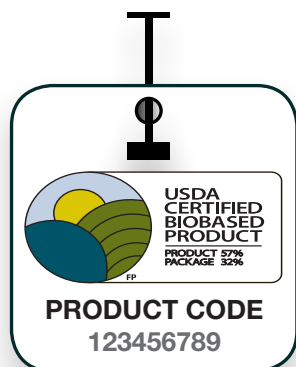
The certification mark must appear only in the colors indicated in this guide.

Offset printing — Only use 100% of the Pantone (PMS) colors or the CMYK equivalent.

Web and PowerPoint — Use RGB as indicated.



A black-and-white version of the certification mark is acceptable as indicated, with the proper screen for the indicated elements. The black-and-white version may not be reversed out. Do not make the mark an outline. One-color printing is acceptable only if the entire package is printed in one-color.



Hangtag labels are permitted, provided the hangtag also carries a written description and either item number, stock-keeping unit number or universal product code number of the specific product to which it is attached, to eliminate confusion if and when the tag should become separated from the product.

OFF-PRODUCT USAGE AND REFERENCE TO THE LABEL

The certification label may be used in materials such as:

- ▶ trade and consumer advertisements
- ▶ collateral materials
- ▶ point-of-sale displays
- ▶ catalogs and user manuals
- ▶ electronic media (procurement databases, websites)
- ▶ promotional and educational outreach materials

Using the Label Near Non-Certified Products

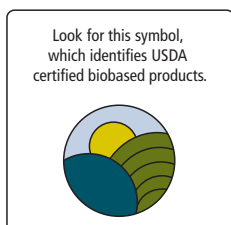
The certification label may appear next to a picture of the product(s) or text describing it, provided care is taken to avoid any ambiguity. The label may be used in advertisements, where both certified biobased products and non-certified products appear, provided the advertisement clearly differentiates the certified products from those not certified.

Informing the Public about the Label

The certification label may be used without referring to a specific certified biobased product only when informing the public about the purpose of the certification label. For example, the following or similar phrase is acceptable: “Look for the USDA Certified Biobased Product label. The label certifies that the product meets USDA biobased content standards and that the manufacturer or vendor has provided relevant information about the product. For more information, visit the USDA BioPreferred program website www.biopreferred.gov.” This exception allows manufacturers, vendors, and other entities to use the label in documents such as corporate reports, but only in an informative manner.

Off-Product Promotion of the Label

The following graphic is available for off-product usage. This graphic is available only upon request. It is intended for off-product promotion of the label.



Using the Label in Electronic Media

Video and computer screen colors transmitted by electronic media are created using precise combinations of RGB (red, green, blue). The correct RGB values for the certification label can be found in the Graphic Specifications of these guidelines.

Using the Label as Animation

Animation of the USDA Certified Biobased label is allowed provided that the animation is in keeping with the guidelines, and that at the end point of the animation (where the animated loop begins to repeat, in an ongoing loop), the USDA Certified Biobased label appears in a manner that meets all requirements. Effects that may be used as part of an animation loop include: swivel and rotate, transition and dissolve, fly-by, layer and posterization.

Downloading Graphic Files

Once you have been granted certification for a product, you must re-enter the Label Application Wizard to download the graphic files. At the main menu, use a keyword search to locate the product, and then click on “Manage Label.” You are then provided with the option to “download label.”

Label images are available:

- ▶ in PNG, JPEG and SVG
- ▶ in high- and low-resolution formats
- ▶ in color and black and white that include and exclude the FP for Federal Procurement Preference.

http://www.biopreferred.gov/Label_Application.aspx.

Each of the download files contains both black and white and four-color versions of the USDA Certified Biobased label and related art in PNG, JPEG, SVG and GIF formats, for PC and Mac. Test the formats with your software and printer to find which yields the best results. If you have additional questions, need one color graphics, or other file formats, email us at biobasedlabel@dm.usda.gov.

WRITING AND TALKING ABOUT USDA BIOPREFERRED

USDA BioPreferred encourages promotion of the program, participants and products. However, USDA BioPreferred requires adhering to the following language guidelines:

Using Terms Correctly

Do Not Confuse “BioPreferred” or “Certified” With “Environmental Preferability” or “Ingredients” With “Contents”

BioPreferred (italics added for emphasis) refers only to the Federal purchasing preference and not to the environmental preferability of any product or product content, including biobased content. The USDA Certified Biobased label states verified biobased content only, as defined by law, and the program does not analyze specific product ingredients, including “intermediate ingredients,” to which the law refers only to highlight the role of biobased content in formulating final product content.

Do Not Confuse “Designated” with “Certified”

If your product has been awarded USDA designation (designated for preferred Federal purchasing), do not say it is “certified” for Federal purchasing, it is “USDA certified,” or that it is “a certified product under the USDA BioPreferred program.”

Only products awarded the USDA Certified Biobased label may claim to be certified using language described in this guide. This guidance applies regardless of whether any Federal or other entity requires, specifies or conditions its acceptance or terms of sale based on a product’s having been designated or certified for Federal purchasing.

Examples of Correctly and Incorrectly Using Terms:

Products Designated for Federal Purchasing Preference:

Correct	Incorrect
USDA BioPreferred® designated floor stripper (or other product in pre-identified category)	USDA BioPreferred floor cleaner
(Product name) has earned USDA BioPreferred® designation	USDA BioPreferred rated product
USDA BioPreferred® designated (item/product category; e.g., floor stripper) for Federal/Federal Agency preferred purchasing	Certified for Federal preferred purchasing by USDA BioPreferred
Products that are designated by the USDA BioPreferred® program	USDA BioPreferred equipment
(Company name) participates in the USDA BioPreferred® program	(Company name) is a USDA BioPreferred company
(Company name) manufactures USDA BioPreferred®-designated products	(Company name), endorsed by USDA BioPreferred
(Company name) manufactures USDA BioPreferred®-approved products	USDA-approved manufacturer of BioPreferred products
(Company name) manufactures (product name), a USDA Certified Biobased product	(Company name) is a USDA certified manufacturer of biobased products
(Company name), the manufacturer of USDA BioPreferred® designated (product name)	A USDA BioPreferred manufacturer

Products that are approved to use the USDA Certified Biobased label:

Correct	Incorrect
Product (name) is a USDA Certified Biobased product	USDA BioPreferred certified
Product (name) is Certified USDA Biobased	

When Communicating About Biobased Product Content:

USDA BioPreferred biobased content levels for products designated for Federal preferred purchasing vary by product category, but must meet minimum content standards for that category. A list of designated items (product categories) and their biobased content can be found at <http://www.biopreferred.gov/ProposedAndFinalItemDesignations.aspx>.

USDA BioPreferred biobased content levels for products that do not fall into pre-identified product categories and participate in the voluntary labeling program must meet a minimum biobased content standard. Currently, that standard is set at 25% and is expected to rise in the future.

Correct	Incorrect
(Product) meets/exceeds minimum USDA certified biobased content for product category	
(Product) contains (x%) USDA certified biobased content by weight	

Website and Internet

Domain Name:

Organizations, including USDA BioPreferred-designated product manufacturers, public entities (states and state-based organizations) and label recipients, may not use the USDA BioPreferred trademarked name as part of any Internet domain name. The USDA BioPreferred name cannot be used as part of any company name, product name, service name, domain name or website title. Unauthorized use of the USDA BioPreferred name as part of a domain name is an infringement of trademark rights.

Links to www.biopreferred.gov

Links to the USDA BioPreferred website are encouraged. The following copy may be hyperlinked:

Correct	Incorrect
Learn more about the USDA BioPreferred® program	For USDA BioPreferred sales
Click here for USDA BioPreferred® information	
USDA BioPreferred® program	

BRAND AUDITS, VIOLATIONS, ENFORCEMENT AND PENALTIES

The USDA BioPreferred program monitors and audits proper use of the USDA BioPreferred name and marks. Anyone who misuses the marks will be contacted and, at the USDA BioPreferred program director's discretion, be given a reasonable amount of time to correct the violation. Failure to do so may result in termination from the program or legal action.

This guide is meant to be a reference for properly marketing the USDA BioPreferred brand and using the program's graphic and related elements. The USDA BioPreferred program provides further documentation on its website at www.biopreferred.gov.

FOR ADDITIONAL INFORMATION

Because this guide cannot anticipate every or special conditions, if your questions are not answered here, please first visit the URL above and select the USDA BioPreferred Brand Marketing Guide link. Carefully researching the Graphic Specifications section of the Brand Marketing Guide should answer your questions. If you need further information or clarification, contact us for help at biobasedlabel@dm.usda.gov.

APPENDIX

Current list of USDA BioPreferred program designated product categories:

<http://www.biopreferred.gov/ProductCategories.aspx>

Terms, Definitions and Frequently Asked Questions (FAQ) about USDA BioPreferred:

<http://www.biopreferred.gov/LabelFAQ.aspx>